

TUE MAY 15 1984



BILL MANN

Tuesday's Media Roundup:

Popular local TV personality Pat McCormick is returning to host Channel 2's afternoon "Dialing For Dollars" movie on June 18. McCormick left

last year to relax a little and to pursue some projects in L.A., but he told me upon leaving, "I'm coming back, and I'd like people to know I'm keeping my home in the Bay Area." McCormick, however, will not be resuming his weather duties on KTVU's "10 O'Clock News." "I was as surprised that Pat was going to come back as I was when he quit to take some time off last year," says KTVU General Manager Alan Bell. . . . Channel 7 reporter Marc Gibson, who's always a pleasure to watch, will personally try his hand or tonsils, at gospel singing this week when he will report

■ TUE JAN 20 1987

Pat McCormick, a fixture at Channel 2 for nearly two decades, has apparently done his last broadcast on the Oakland station.

Following last Friday's "2 at Noon" show, of which McCormick was co-anchor, the staff threw McCormick a going-away party after the weatherman-interviewer and the station broke off salary talks.

"I was stunned how low KTVU's final offer was," said the pleasant McCormick sadly. "It really hurt my feelings." The Montclair resident had anchored KTVU's "Dialing for Dollars" movie and was its 10 p.m. weatherman for years.

"Now I'm gone from here no matter what they come up with," he stated flatly.

As usual, there was another side to the story. Said KTVU program director Brooke Spector-sky:

"The truth is, we made Pat an extremely generous offer, including some performance clauses, which are highly unusual for us. His reaction was unrealistic in today's TV market," said the KTVU exec, undoubtedly referring to TV's current uncharacteristic slow-growth period.

"I hope Channel 5 gives me a call," sighed the disappointed-sounding McCormick, adding, "I might even get out of the television business entirely."

"2 at Noon" is a good new show struggling in the ratings. The popular McCormick's departure has to be seen as an unfortunate setback.

TV veteran Pat M

SUN SEP 6 1987

By Ed Levitt
The Tribune

When listeners tuned in to radio station KKIS in Concord last week they heard a voice with a familiar ring, but one better known to millions of TV viewers over the years.

Pat McCormick was sitting in as disc jockey for the vacationing Dr. Don Rose.

It was the first time he played the role of a record show host in 30 years on radio and television.

"It was fun," McCormick said from his home in the Oakland hills, "and great to get back on the air."

He had vanished from the TV screen some seven months ago after a contract dispute with KTVU, Channel 2.

"I left reluctantly. They were willing to pay me what I was worth. But, gosh, you can't get by on that these days," he quipped.

It was the end of McCormick's 21-year-career at Channel 2, where viewers remember him as a weatherman, movie host, producer and star of a children's program, noon news co-anchor, and co-host of the Jerry Lewis Labor Day Muscular Dystrophy Telethon since 1972.

"The kind of television work I've done has been interesting, but relatively shallow and unimportant," he admitted.

"Yet I'm probably as well known as Dave McElhatton, whom I regard as an important and highly respected anchor man.

"I call myself a fairly lightweight performer with a heavy-weight recognition."

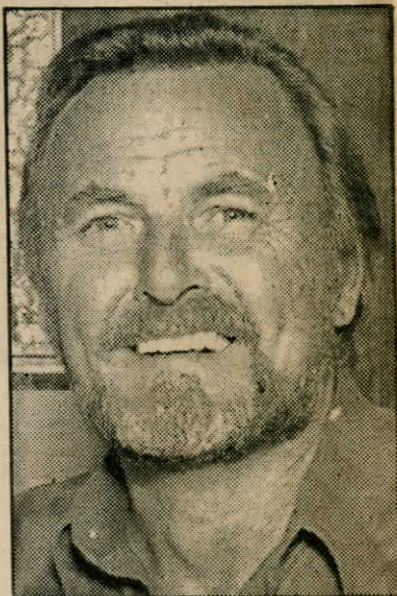
For 10 years, McCormick, now 53, was the weatherman on Channel 2's nightly news.

"I didn't like it at first," he said. "But what made it palatable were some of the people I worked with, especially Barbara Simpson, my all-time favorite.

"I worked with her on the Ten O'clock News for about three years. But the last four months I spent with her as co-host on the 2 at Noon news were the best.

"I learned more from Simpson in those four months than I did all the rest of my career put together."

Prior to co-hosting the 2 at



Pat McCormick
Fund-raising duty

Noon news, McCormick officiated for 18 years on Channel 2's "Dialing for Dollars," the afternoon movie and giveaway show.

"We gave away about \$200,000," he said, "and 20 tons of Kentucky Fried Chicken."

He added: "I also watched every movie on the show — 4,570 films. I would search through the boxes of books I had accumulated on Hollywood to produce some trivia information about the star, the director, the character actors.

"Within two minutes I could come up with all kinds of material. That was my strong point."

But the management of Channel 2 decided "Dialing For Dollars" had to be dumped, McCormick said. "The show was producing less than desirable ratings."

The movie concept continued, but the money giveaway was dis-

McCormick hits the airwaves again

East Bay **PEOPLE**

arded and so was the host's job. "I was offered a chance to co-anchor the 2 at Noon news. I hadn't expected that. I did it for four months. Then came the contract clash," he said.

But McCormick departed gracefully. In his final appearance before the KTVU cameras, he thanked viewers for watching and management for "giving me the opportunity to do the show."

Now he said, "I don't regret leaving. It was my decision. But lately I'm growing weary of doing nothing. I'm looking around. I want to see if anybody needs an experienced old hand."

He acknowledged, "There's

nowhere I can fit into Bay Area TV. It's a tight market. All the weather-anchor positions are filled by top people.

"Children's shows are dwindling. Movie hosts are now called dinosaurs. I thought I would be good as a lightweight radio-talk show host. I shopped around. I inquired. But nothing has materialized."

Not even Jerry Lewis, whom he assisted on 14 consecutive tel-

ethons, has offered McCormick any job possibilities.

"But someone from the Muscular Dystrophy Association phoned me six weeks ago and asked if I would assist with a special project. Of course, I said yes," McCormick said.

He volunteered to encourage the public to donate \$2 to the Muscular Dystrophy Association by dialing 974-MDA. "I find it uplifting," he said.

THE APR 25 1995

KTVU's McCormick sets May retirement

VENERABLE Bay Area personality **Pat McCormick** has decided to call it quits after 29 years with KTVU-Channel 2.

KTVU announced on Monday that May 26 will be McCormick's last day as the station's weatherman. It also marks one of his last days as a Berkeley resident. Arguably one of the most beloved TV personalities in the Bay Area, McCormick, 61, will soon be moving with his wife Flora, a technician at KTVU, to a home they've built in Oregon.

"After standing in front of live television cameras for nearly 37 years, I have decided to retire," McCormick said in a statement.

"I love KTVU and I couldn't be more proud



McCormick

sitting next to Dennis (Richmond), Elaine (Corral) and Mark (Ibanez) at the anchor desk. It's just that my wife and I know what's around the bend, and it beckons. We have things to do and places to go."

Originally from Ventura, McCormick grew up on his grandparents' ranch in Oregon but returned to the Los An-

geles area as a young man to seek his fortune in Hollywood. He started as a gofer at the old Allied Artist Studios in 1953 and later worked as a driver for Warner Brothers Studios while doing voice-over work and playing drums in a Dixieland jazz band on Catalina Island.

In 1957, he created the popular kiddie show "Charley and Humphrey," eventually relocating the program to KGO-Channel 7 in 1961. Except for a brief stint in 1964

with ABC Network in New York. He stayed with KGO until his move to KTVU, in 1967.

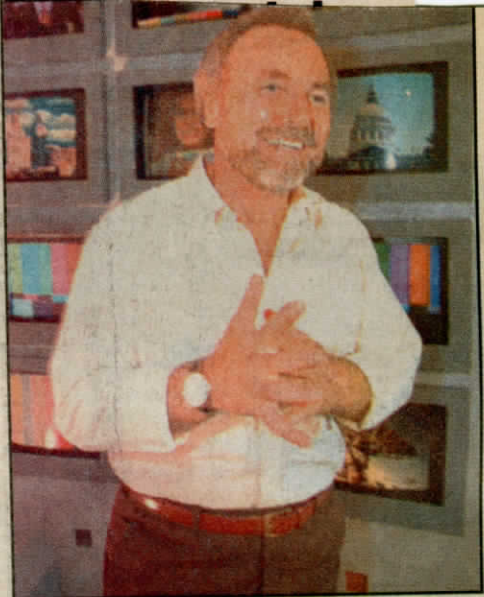


In addition to the "Charley and Humphrey Show," McCormick hosted "Dialing

for Dollars." He became the station's weatherman in 1970.

During his long career, McCormick appeared with puppets Charley and Humphrey on "The Tennessee Ernie Ford Show," "The Steve Allen Show" and served as vacation host for Dick Clark on "American Bandstand."

"Charley and Humphrey send their love to all who remember the good old days and I send my deepest appreciation to all of you who have invited me into your homes these many years," McCormick said.



Pat McCormick will do his final newscast tonight on the "10 O'Clock News."

TELEVISION

McCormick dials in life after KTVU

By Susan Young

STAFF WRITER

TOM Hanks lit up the other night when asked about retiring weatherman Pat McCormick while backstage at an awards ceremony in Oakland.

"I remember sitting with my brother and sister, watching Charley and Humphrey riffing on 'Leave it to Beaver' and Pat was under the stage doing whatever he did with his hands," the former Oakland resident recalled Wednesday about the kiddie show. "We had this uncontrollable laughter that never stops. We still remember. Thanks, Pat. You deserve a rest."

McCormick, KTVU-Channel 2's affable, slightly screwy weatherman, best known for his warm delivery and rich baritone tenor, leaves Bay Area airwaves tonight after more than 30 years. He and his wife of 15 years are retiring to Oregon, where McCormick spent his childhood before heading to Hollywood.

His career began 42 years ago, when he landed a job as a gofer back at the old Allied Artists Studios. Driver, voice-over artist, Dixieland band drummer, McCormick juggled them all before creating an act that would take him in front of the camera.

And all it took was a silly horse named

Charley in a yachtsman hat and a bulldog named Humphrey in a jaunty cap to take the personable McCormick into the spotlight. Together they hosted a cartoon show in Los Angeles and Fresno before he and "the boys" as McCormick affectionately called the puppets, moved up to the Bay Area in 1961 and went to work for KGO-Channel 7.

With Charley and Humphrey, McCormick appeared on the old "Tennessee Ernie Ford Show," broadcast from KRON studios, as well as "The Steve Allen Show." They even subbed for a vacationing Dick Clark on "American Bandstand."

Advertising dollars turned kid shows into cash cows for the stations. McCormick and "the boys" left KGO and went to KTVU on Jan. 3, 1966 to host a show featuring cartoons and "The Three Stooges."

"Back then, the money makers were the kiddie shows," McCormick said in a recent interview. "News programs lost money for the stations, so you didn't want to be there. But that changed."

'Dialing for Dollars'

And McCormick changed, too. From 1967 until 1990, he hosted KTVU's "Dialing for Dollars," a daytime movie show that featured a cash contest. During the commercial breaks, McCormick would dig into a fish bowl for phone book scraps to call random contestants.

It was on the set of "Dialing for Dollars" that he met his wife, Flora, who was an engineer on the show.

McCormick, 62, advanced to KTVU's weatherman in September 1974. And, in 21 years, has remained a solid favorite in the Bay Area. During a recent survey of Bay Area weather forecasters by the Alameda Newspaper Group, many fans complimented him on his style:

"Weather reporting is pretty straightforward, but Pat's is fun with humorous asides and reporting temperatures at the most weirdly-named places in U.S.," wrote Bernie and Mary Karne of Oakland.

"Most of the time he is right. When he isn't, he doesn't blame the workers in the studio or pout or feel like he never said that," wrote Pat Sayre of Castro Valley. "He is an adult and smart enough to know he's dealing with an inexact science."